

WHAT HAPPENS	PHASE	WHY IT MATTERS
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State Application Phase

2-3 Months from open of application to RD announcement

State Rural Development (RD) & State Cooperative Extension Service (CES) jointly agree to partner.

SET is built on a foundation of a partnership between RD and CES as each entity brings specific strengths to the initiative:

- RD – expertise in funding mechanisms unique to rural issues
- CES – training, facilitating leadership plus county-level staff to help facilitate regional partnership participation locally
- Minority serving land grant institutions are given priority to participate in this partnership

The state application ensures that both pillar organizations (RD and CES) are prepared to provide the necessary resources to ensure success.

State Resource and Coaching Teams are identified.

Ensures that the Resource and Coaching Teams have adequate expertise to lead the initiative. This includes a team member with strong knowledge and skills interpreting regional economic development data.

State teams design their recruitment plan.

Ensures that all eligible counties are given a fair opportunity to apply to be a part of SET.

Regional Application Phase

2-3 Months from open of application to RD announcement

Three or more counties come together to submit an application.

- Regions that self-select have proven to be much more successful than those “hand-picked” by the state teams.
- The ability to uncover regional competitive assets requires at least 3 counties be part of the region.
- High and/or persistent poverty counties are given priority.

Potential regions identify partners and garner commitments.

This ensures that adequate, broad-based support exists for walking through the planning phase.

Potential regions describe past histories working together.

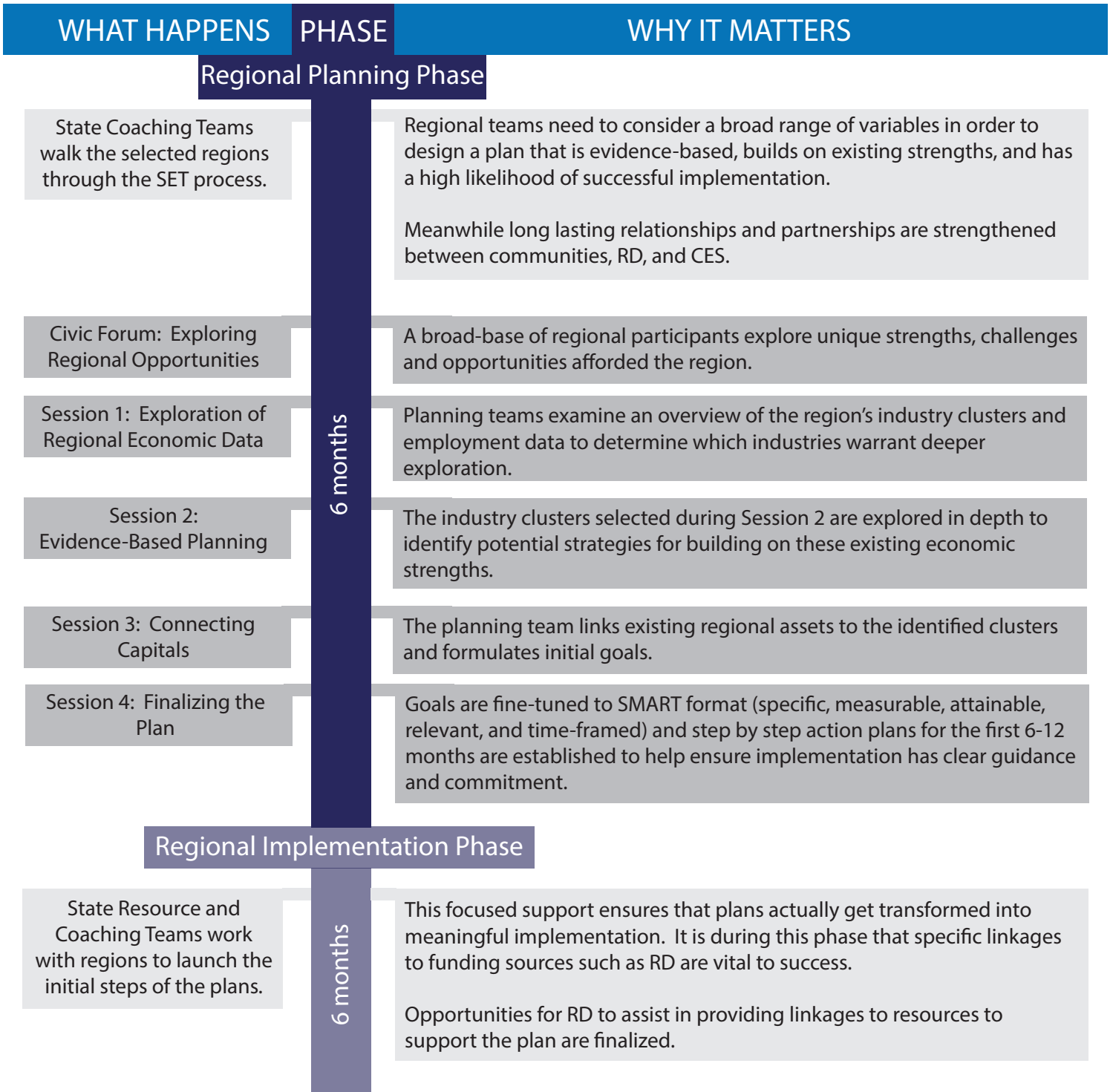
SET is designed to help newly formed or stalled regions get moving on meaningful work quickly. Regions that are already high performing or that have recently completed a regional plan are not a good match for SET. Thus the history description helps determine fit to the SET process.

Coaching teams make site visits to top 2-4 regional applicants.

Site visits help determine readiness and ensures that regional partners have clear expectations about what SET does and understand what will be expected of them.

State teams make recommendations to the National SET Leadership Team which are then forwarded to the RD administration for final approval.

The National SET team looks at each of the recommended regions to ensure that important variables are not overlooked and to ensure that the total package of regions fits within the SET priorities and is in keeping with available funding.



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